

PHILIP MORRIS U. S. A.
INTER-OFFICE CORRESPONDENCE

PERSONAL & CONFIDENTIAL

RICHMOND, VIRGINIA

To: Mr. Alex Holtzman
From: T. S. Osdene
Subject: Additives

Date: July 28, 1981

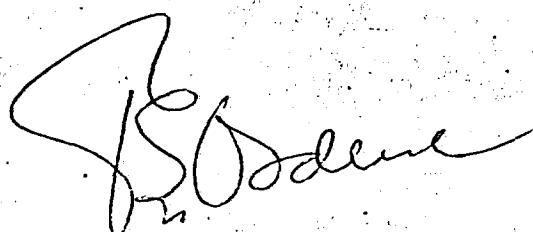
In response to Fred Newman's memorandum of July 24, 1981, I believe that the best approach for Philip Morris is to proceed with the concept of "PM Version #1" which suggests the joint industry-government task force idea. "PM Version #2 would seem to be a precursor to the same concept, but would require a set of definitions being prepared by government in which the industry would have little or no input and may well be stuck with them. Consequently I believe that it would be to our advantage to participate early in the game. I am opposed to the "independent body" interfacing the industry and government, since I believe that we would have some difficulty in having our (industry) views made known. In addition, there is not a great pool of people knowledgeable in the area of cigarette additives which could be drawn upon. In fact, I believe that our industry would have to educate the other side to the concept of additives, just as experience shows what happened in the United Kingdom.

As for the comments received from Lorillard, I think the above objections would also hold. The Lorillard suggestion would make for a very cumbersome system and again, I believe one, which would not be very responsive to the needs of industry.

In addition, you should be aware that a list of additives, which Philip Morris uses, has in fact been submitted to the State of Virginia in compliance with the Virginia Toxicity Substances Information Act. Some 420 items have been submitted by Philip Morris. In view of the above, it would appear that there may be an advantage gained, if we plan to cooperate with the Surgeon General.

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cc: Dr. R. B. Seligman



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